PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: See Below

Date: April 30, 1976

From: Alexander Holtzman

Subject: FTC - Negotiations Re Billboards

You may be interested in the attached letter from Brown & Williamson to Calvin Collier, the new Chairman of the FTC. Brown & Williamson defends the present form of the warning statement enclosed in a rectangle and criticizes the Commission's definition of "clear and conspicuous" as set out in its letter of March 24.

Alexander Holtzman

AH/f
Attachment

Messrs: Cullman 3rd
Weissman
Millhiser
Goldsmith
Landry
Morgan
Ahrensfeld

0002907880

Source: https://www.industrydocuments.ucsf.edu/docs/kxdj0000